

70%

of Americans say there are so many recommendations about preventing cancer that it's hard to know which ones to follow.*



*(Source: 2014 HINTS Survey)

What Is HINTS?

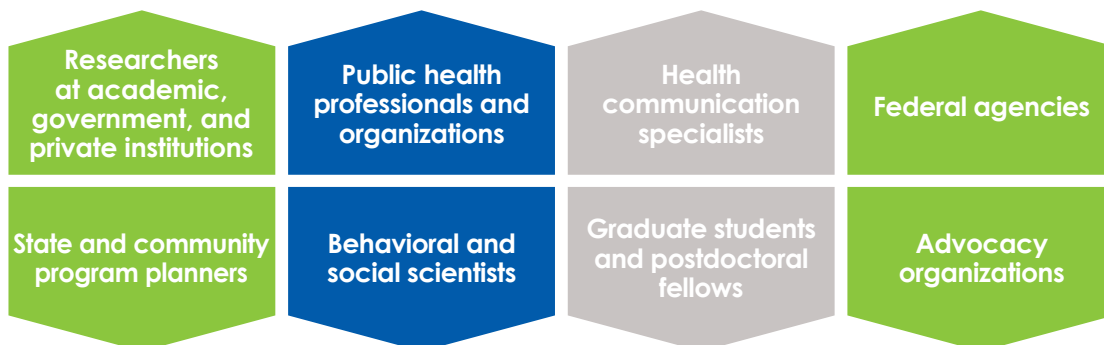
Since 2003, the National Cancer Institute's (NCI) [Health Information National Trends Survey](#) (HINTS) has tracked changes in the rapidly evolving health communication and information technology landscape. HINTS regularly collects nationally representative data about the American public's knowledge of, attitudes toward, and use of cancer- and health-related information.

HINTS has enabled a growing body of research that evaluates the effects of health communication, media, and health information technology on health and behavioral outcomes, health care quality, and health disparities. Processes of health communication and health information technologies shape the ways in which health care professionals and the public seek, use, and understand health information. Health information seeking and health communication can significantly affect decision-making, behaviors, and outcomes. Data from HINTS have been critical in documenting and tracking these associations and trends in the U.S. population.

Why Use HINTS?

- Monitor changes in the rapidly evolving fields of health communication and health information technology
- Understand how adults use different communication channels to access and use health information for themselves and their loved ones
- Obtain information about how cancer risks are perceived
- Create more effective health communication strategies across different populations

Who Uses HINTS?



40%

of Americans believe the use of electronic cigarettes to be as harmful as—or even more harmful than—smoking cigarettes.*



*(Source: 2014 HINTS Survey)

What Topics Are on HINTS?

HINTS includes items related to:

- alcohol use
- breast cancer screening
- cancer communication
- cancer risk perceptions
- cancer survivorship
- cervical cancer screening
- colorectal cancer screening
- depression
- dietary assessment
- food security
- genomics
- health care
- health information seeking
- health information technology
- health self-efficacy
- health status
- nutrition
- patient satisfaction
- patient-provider communication
- physical activity
- prostate cancer screening
- sleep quality
- sun safety
- tobacco use
- use of technology

HINTS Data Collection Schedule

CYCLE 1: Fielded October 2011– January 2012	CYCLE 2: Fielded October 2012– January 2013	CYCLE 3: Fielded September– November 2013	CYCLE 4: Fielded July– November 2014	FDA CYCLE: To be fielded 2015
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How Can You Use HINTS?

- Conduct your own secondary analyses on topics of interest. Survey instruments (in both English and Spanish), public use data sets, and supporting materials are available for download on the HINTS website (hints.cancer.gov).
- Draw on HINTS results for program or campaign planning, public health interventions, grant writing, and other activities. The HINTS website provides estimated population percentages for each HINTS question in both tabular and chart formats, which can easily be integrated into presentations, reports, and other materials.
- Take advantage of the various HINTS products that are intended to encourage and support the use of HINTS findings.
 - **HINTS Briefs** integrate data results on noteworthy topics with research findings from recently published, peer-reviewed journal articles.
 - **HINTS Knowledge Maps** use GIS isopleth technology to visually represent regional differences of survey findings in a “weather map” fashion.
 - **The HINTS Publications Index** provides a comprehensive list of published, peer-reviewed articles that make use of HINTS data.

91%

of Americans say it is important that their health care providers are able to share medical information with each other electronically.*



*(Source: 2014 HINTS Survey)

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